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U.S. Food distribution administration

V.O.W.

VICTORY OVER WASTE

A cooperative program developed by
the U.S. Government and The Bakers
of America designed to eliminate
waste in the Baking Industry.

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★ SEP 3 1943 ★

U. S. Department of Agriculture

OUR PROUD RESPONSIBILITY

We, the Bakers of America, constitute one of the largest food industries in the United States. We should be proud of this achievement. We should be prouder of the part we, as an industry, have played in raising the American standard of living to the highest in the world.

Every day 130,000,000 men, women and children depend on us for their daily bread and other bakery products. Because the food we bake is the backbone of the diet of most of the American people, it is our proud responsibility to guard, in large measure, the health of this nation. It is a real responsibility at all times. It is a grave responsibility in times of war.

Because through the years we have helped to build a strong, energetic America, we can look forward with confidence to a victorious America!

OUR SPECIFIC OBLIGATION

America's abundant larders will win the war and write the peace only if there is no waste! It is the sacred obligation of every member of the food industry to eliminate waste. It is our specific obligation to eliminate waste in the baking industry!

OUR PERMANENT OBJECTIVE

V I C T O R Y O V E R W A S T E

AMERICAN
BAKERS

WHY FOOD DISTRIBUTION ORDER 1?

Prepared by your government with the assistance of representatives of your industry, Food Distribution Order 1 was issued in an effort to avoid retail price increases, maintain high nutritive values, reduce labor requirements and importantly, eliminate waste in bakery product. Its high purpose deserves the full cooperation of every single member of the baking industry!

AS IT NOW STANDS

Food Distribution Order 1 prohibits any baker or seller of bakery products, baking company or its employees, from delivering bakery products on consignment. That is, it is not lawful to accept the return or resume possession of bakery products sold to any other person or give credit, a refund, exchange or allowance in connection with such return. Nor shall any baker or seller of bakery products give, or purchaser thereof receive, any credit or allowance in connection with stale bakery products; or accept a refund, credit, exchange or allowance for such return.

SEP 3' 1942

(Cont'd)

Food Distribution Order 1 stipulates enrichment of bread

Determines the amount of milk solids
or skimmed milk to be used

Regulates the amount of shortening,
lard, or other fats and oils to be
used

Specifies type of wrappings.

Prohibits "sampling" of bakery products

Reduces the number of varieties of
bread and rolls that may be produced
in any one week

*VIOLATIONS: Any person who wilfully violates
any provisions of Food Distribution Order 1
is guilty of a crime and may be prosecuted
under any and all applicable laws.

WHAT WILL IT ACHIEVE?

VICTORY OVER WASTE

Prior to the enactment of FOOD DISTRIBUTION ORDER 1, it was estimated that 6% of the total yearly bread volume was returned under consignment selling.

THIS REPRESENTED A POTENTIAL SOURCE

OF WASTE AMOUNTING TO 720,000,000

LOAVES OF BREAD EVERY YEAR!

These are shocking figures! They are particularly shocking when it is realized that by eliminating this waste entirely, it is equivalent to increasing production by 6% - without the attendant increase in labor and materials.

In other words, eliminate this 6% waste and there is enough bread available to feed

... EVERY WORKER IN THE UNITED STATES
FOR 4 MONTHS

... EVERY MEMBER OF THE ARMED FORCES
FOR 365 DAYS

... EVERY MAN, WOMAN AND CHILD IN GREECE
FOR MORE THAN A YEAR!

This is one example of the kind of waste in the baking industry that we can't afford to ignore! It should convince us of the deep-seated evil of consignment selling! It should inspire every last one of us to get behind FOOD DISTRIBUTION ORDER 1 and achieve complete...

V I C T O R Y O V E R W A S T E

FOOD DISTRIBUTION ORDER 1 IS WORKING. That

we know. But it's of vital importance to the industry
and to the war effort to keep it working!

TO THAT END your Government and industry have worked
out a comprehensive program designed to stimulate complete
cooperation from every single member of every bakery in
the United States.

VICTORY OVER WASTE

IS THE THEME OF THE PROGRAM

SUGGESTED

TO

KEEP FOOD DISTRIBUTION ORDER 1 WORKING!

THE V.O.W. PROGRAM IS NATIONAL IN SCOPE

The V.O.W. Program stems from the Food Distribution Administration of the Department of Agriculture and is national in scope. It is designed to include the small baker as well as the large baker and no baking concern is too small not to be an important link in the chain. Undoubtedly, there are suggestions that are beyond the scope of the small bakery but it is hoped that every baking company will take these plans and adjust them to fit its individual requirements. Remember, teamwork alone will achieve Victory Over Waste.

This chart shows you how the organization will function:

Food Distribution Administration

of

THE DEPARTMENT OF AGRICULTURE

7 REGIONAL OFFICES

STATE COMMITTEES

CITY AND COUNTY COMMITTEES

INDIVIDUAL BAKERIES
AND THEIR EMPLOYEES

THE IMPORTANCE OF THE LOCAL CITY COMMITTEE

The success of any program of this nature depends on the full cooperation and participation of every bakery in the community. It is, therefore, important that the Local City Committee be made up of a strong working membership. A membership representative of all divisions of the community baking industry, both large and small. The Local City Committee will be elected at a state meeting of bakers.

YOUR FIRST STEP

THE ORGANIZATION OF THE INDIVIDUAL BAKERY COMMITTEE

Once your local City Committee has been formed, and acquainted every baker with the program, each individual bakery will organize its own committee. In order to give it weight and importance, it is recommended that the President of your Company act as Committee Chairman. It is suggested that the sales manager, advertising manager, personnel director and a representative of any shop committee along with representatives from each department make up the committee. It is the function of this committee to work with the local city committee and carry the entire V.O.W. program through to successful completion in its own plant.

A CHAIN IS ONLY AS STRONG AS ITS WEAKEST LINK

Food Distribution Order 1 is working but it will not continue to work unless it has the wholehearted cooperation of every single employee. No person is so obscure as not to be a factor and the failure of one man, or one company to comply with the rulings can lead to the complete failure of the order itself. A chain is only as strong as its weakest link is no idle statement!

For that reason the program planned by your committee is designed to make everyone conscious of the high purpose of Food Distribution Order 1. It is designed to make each individual worker realize that it is his patriotic duty to see that the Order works. It is designed to instill in each and every one a deep sense of pride in the industry and his role in the war effort!

THERE ARE FOUR
MAJOR DIVISIONS
IN THE V.O.W. PROGRAM

1. PLEDGE OF COOPERATION
2. V.O.W. AWARDS
3. ADVERTISING
4. PUBLICITY

The heart
of
THE VICTORY OVER WASTE PROGRAM
is

THE PLEDGE OF COOPERATION

To impress on the individual members of the baking industry the significance of Food Distribution Order 1 and its importance to the war effort, the government has prepared the PLEDGE OF COOPERATION to be signed by every employee.

Each individual bakery, upon application to the Local City Committee, will receive, free of charge, one master pledge. These pledges are of heroic size so as to accomodate the signatures of the entire personnel of any given bakery. It is hoped that each bakery will further emphasize the importance of the pledge by having it framed and placed on permanent display.

WE, THE EMPLOYEES AND EXECUTIVES IN ENTIRETY OF
BLANK'S BAKERY,

Conscious of our patriotic responsibility and
duty to our country, and realizing that in this act
we are making a direct contribution to our Country's
might and success at home and abroad, hereby

VOW that we shall, in spirit and by act, con-
tinue to uphold the Emergency Laws laid down by
our Government for our industry and so achieve VIC-
TORY OVER WASTE.

WE PLEDGE ourselves to a continuance of methods
and action which will result in full conservation of
bread and all other bakery products so that health
and well-being shall be preserved on our home front
and manpower put to its best use. All this in order
that those who fight our battles shall have food and
weapons and, in the end, LIFE ITSELF!

FOR THE SMALL BAKER many of these suggestions made here may seem too big. However, it is hoped that every baker, regardless of the number of employees, will make an effort to dramatize the signing of the Pledge of Cooperation, in some way. There are ideas here than can be used by a plant, no matter what the size!

THE MORE DRAMATIC
YOU MAKE THE SIGNING OF THE PLEDGE
THE MORE IMPRESSIVE IT WILL BE...

- Here are some suggestions you may find useful in making your plans:

1. Arrange mass meeting of all employees in suitable hall or room.
2. Decorate meeting place with flags and bunting.
3. Invite employees to meeting by individual invitation, preferably signed by President of Company.
4. Publicize meeting among employees in advance.
5. Arrange for short speeches by government representatives and one of your own workers. (Introductions should be made by one of your executives, preferably your President).
6. Use special pen (gold, if possible) for signing of pledge.
7. Present the signers' pen to the employee with the most sons or relatives in the Armed Forces.
8. Open and close the meeting with music, if at all possible.
9. Call each employee to platform by name when actual signing takes place. (A loud speaker would be helpful if this idea is used and the meeting is large).

(Continued from other page)

10. Arrange to have chairman of meeting shake hands with each employee after he signs. Then present him with his V.O.W. award and a copy of the pledge.

11. Turn ceremony into a party and serve refreshments. This is an excellent reason for a plant "get together". A Woman's Entertainment Committee could handle this part of the program.

12. Close meeting with national anthem and mass singing.

THE V.O.W. AWARDS
ARE AN INTEGRAL PART
of the
VICTORY OVER WASTE PROGRAM

Any employee who has signed the Pledge
of Cooperation is eligible for a V.O.W. Award

These awards, like the Pledge of Cooperation, carry the endorsement of the government and it is hoped, and believed, your employees can be made to feel the same pride in them as employees of other industries do in the Army-Navy "E" award. You are urged to encourage each member of your organization, from the top executive down to the most obscure worker, to wear his award as a constant reminder of the high purpose of the pledge...and as evidence to the trade and consumer of having signed and observed it.

It is recommended that the presentation of the V.O.W. Awards be made at the time of the signing of the Pledge of Cooperation and, if feasible, presented to each individual employee by the President of your company (see suggestion #11 on preceding page).

See instruction
sheet and form
for ordering V.O.W.
Award Buttons

READ CAREFULLY!

THIS IS THE VOW YOU'VE TAKEN
AND THE PLEDGE YOU'VE SIGNED —
FOR WHICH YOU'VE BEEN GIVEN YOUR V.O.W. AWARD

WE, THE EMPLOYEES AND EXECUTIVES

Conscious of our patriotic responsibility and
duty to our country, and realizing that in this act
we are making a direct contribution to our Country's
might and success at home and abroad, hereby

VOW that we shall, in spirit and by act, con-
tinue to uphold the Emergency Laws laid down by our
Government for our industry and so achieve VICTORY
OVER WASTE.

WE PLEDGE ourselves to a continuance of methods
and action which will result in full conservation of
bread and all other bakery products, so that health
and well-being shall be preserved on our home front
and manpower put to its best use. All this in order
that those who fight our battles shall have food and
weapons and, in the end, LIFE ITSELF!

THIS IS THE ESSENCE OF
THE FOOD DISTRIBUTION ORDER
WHICH YOU 'VE PROMISED TO CONTINUE TO OBSERVE

Food Distribution Order 1 helps to eliminate waste in bakery products. It stipulates enrichment of bread; designates type of wrapping; the amount of milk solids or skimmed milk to be used; the amount of shortening, lard or other fats and oils to be used; the fact that no samples of bakery products may be given to any purchaser of bakery products. But the principal point which lies within our power to help enforce is that which deals with the delivery of bakery products on consignment.

The Government order absolutely prohibits any baker or other seller of bakery products, baking company or its employees, from delivering bakery products on consignment. That is, it is not lawful to accept the return or resume possession of bakery products sold to any other person, or give a refund, credit, exchange or allowance in connection with such return. Nor shall any baker or seller of bakery products give, or purchaser thereof receive any credit or allowance in connection with any stale bakery products; or accept a refund, credit, exchange or allowance for such return.

VIOLATIONS: Any person who wilfully violates any provision of Food Distribution Order 1 is guilty of a crime and may be prosecuted under any and all applicable laws.

COOPERATIVE ADVERTISING

The full importance of the Victory Over Waste program can be forcefully established by one, or more, cooperative ads signed by all the bakers in a community. These public announcements on the part of all the bakers, and their employees, would serve to maintain full cooperation from all bakeries; jack up backsliders, if any; bring in "stragglers"; and show the trade and consumer alike that the bakeries they do business with are wholeheartedly complying with the regulations of Food Distribution Order 1.

COOPERATIVE ADS ARE AN IMPORTANT

ADJUNCT TO THE WHOLE PLAN

HERE IS A SUGGESTION FOR A

COOPERATIVE AD IN YOUR COMMUNITY.

Maybe, you'd like to run an
"ad" over your own name -

HERE'S AN IDEA....

Follow up your cooperative ads with DROP-In Ads

The Victory Over Waste program can be kept alive in the minds of your employees, the trade and consumers by following up the cooperative ads with "drop-ins". These small ads are designed to be used regularly with your regular advertising. This is an important phase of the Victory Over Waste program because no matter how good an idea is it makes no imprint unless it is emphasized over and over again! Victory Over Waste can be realized only if it's pounded home continuously.

USE THESE "DROP-INS" WHENEVER

YOU RUN AN AD. THEY'LL BEAR FRUIT
FOR EVERYONE ALL ALONG THE LINE!

See instruction sheet
and form for ordering
mats.

Use some of your RADIO time

To achieve Victory Over Waste

Plan to use some of your radio time to drive home the government's Victory Over Waste Program. The more you do to publicize this patriotic plan, the more meaning it will have. No stone should be left unturned in your efforts to cooperate with this major project. Your local radio station is a forceful advertising medium. Use it for all it's worth!

Here is one way you can handle these spots - see other suggestions in the back of the book.

YOU CAN TIE UP THE VICTORY OVER WASTE PROGRAM

IN A NEAT, EFFECTIVE PACKAGE by....

1. WINDSHIELD STICKERS on your trucks and private cars. See that every truck you operate, every car driven by your employees carries the V.O.W. sticker on the windshield. This will be an ever-present reminder of Food Distribution Order 1, the Pledge of Cooperation and our final objective - Victory Over Waste!
2. STORE WINDOW CARDS. It is important that the consumer be reminded continuously of the Victory Over Waste Program. It is important for the dealer to know that his bakers are doing their level best to keep Food Distribution Order 1 working. Window cards will help achieve that end.
3. TRUCK PANEL SHEETS. Use your own trucks to advertise and publicize the Victory Over Waste plan. This is an inexpensive, easy way to further emphasize your whole-hearted cooperation with your government's war effort.
4. OUTDOOR SIGNS. For those bakeries using outdoor advertising signs, we have prepared "half-sheets" carrying the V.O.W. Emblem which can be easily applied to signs that have already been mounted. It is now permissible to use such half sheets in the blanking space at the right hand corner of the sign.

See instruction sheet
and form for ordering
any of this material.

A UNITED EFFORT IS A STRONG EFFORT

The full impact of the Pledge of Cooperation and the full weight of Food Distribution Order 1 will be established more effectively if you plan to...

ORGANIZE ALL THE BAKERIES

TO HOLD THE PLEDGE OF COOPERATION

CEREMONIES ON THE SAME DAY

We urge this because we believe a mass expression from all the bakers in one community will earn the full cooperation of everyone and thus further in every way, the cause of Victory Over Waste. In addition, we believe it is the only fair thing to do, so that the small baker with a few employees can share equally with the large baker in any publicity or advertising.

To ACHIEVE THIS OBJECTIVE, the Local City Committee should call in representatives from all the Plant Committees and select together the day on which everybody will hold the Pledge of Cooperation ceremonies

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STRONGLY RECOMMENDED

AN OPEN MEETING OF ALL THE GROCERS

WITH THE

LOCAL CITY COMMITTEE

We strongly recommend that a meeting be called of all grocers in the community. At this time a dramatic demonstration can be made to the retail trade of the scope of the Victory Over Waste Program and the support that is being given to it by the bakers in your community.

HERE'S A WONDERFUL PUBLICITY OPPORTUNITY

for all the bakers in town...

THE LOCAL CITY COMMITTEE SHOULD HOLD TWO MEETINGS
WITH THE LOCAL NEWSPAPERS AND RADIO REPRESENTATIVES...

A. Once the Local City Committee has been chosen, the chairman of this group should invite executives from the local newspapers and radio stations to meet with him at local headquarters. The purpose of this meeting would be to --

1. Explain Food Distribution Order 1 and the plans for the V.O.W. Program. It should be emphasized that this is a national program sponsored by the Government. You should invite their cooperation for an immediate story and you should have a prepared story to give them, so they will have all the facts at their fingertips. (A suggested story is included in the material at the back of this book).
2. Discuss with these press representatives your plans for the Pledge of Cooperation Ceremonies. Because these ceremonies will be a concerted effort on the part of all the bakers we are confident your newspapers and radio stations will be more than glad to work with you on a comprehensive publicity and advertising plan. These suggestions should be useful in talking over your plans:

- a. the newspapers to plan a special edition on the day of, or the day following, the Pledge of Cooperation Ceremonies.
- b. the newspapers to run editorials endorsing the whole V.O.W. program.
- c. the newspapers to cover the ceremonies with regular reporters and photographers.
- d. the newspapers to plan to solicit special ads cooperative or otherwise
- e. the woman's page editors to run feature articles on "baked goods".
- f. the radio stations to tie up with special comments on the V.O.W. program and its importance to the war effort.
- g. the radio stations to invite prominent representatives of the baking industry to discuss FDO 1 over the air.

B. A few days preceding the Pledge of Cooperation Ceremonies, the Local City Committee should invite the press and radio representatives to hold a second meeting with the chairman. At this meeting, a complete list of all the cooperating bakeries should be available in type-written form as well as a "news story" on the ceremonies. (A suggested release is included in the material at the back of the book). At this time, you would reveal all the final details as to the ceremonies, the names of the speakers and any special events that have been planned by any of the bakeries. IT IS IMPORTANT for you to emphasize that the small baker is every bit as important as the large baker and that you are most anxious for the newspapers to play up his part in the program.

GIVE THE NEWSPAPERS AND RADIO STATIONS ALL THE HELP
YOU CAN AND THEY'LL HELP YOU
ACHIEVE VICTORY OVER WASTE

You have now read the complete V.O.W. Program

IT IS YOUR PROGRAM

IT IS YOUR JOB TO MAKE IT WORK

Victory Over Waste is a magnificent idea and symbolizes a magnificent ideal. It is now your program and it is now your job to make it work. It will work, but no one person and no one bakery can carry the load alone. It must have the enthusiastic cooperation and full participation of every person in the baking industry...right down to the last man!

~~Never~~ before in the whole history of the industry has there been such a rare opportunity to demonstrate to our Government our true spirit. This is a challenge. A challenge to our patriotism.

Surely there is not a man or woman in the industry who will not accept that challenge.

Food Distribution Order 1 will keep right on working because you will keep behind it and see that it achieves...

Victory Over Waste!